

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

CYCLING / MOUNTAIN BIKE

How many are they and how much do they spend?



	Cycling	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	243,945	5,827,892
- book holiday package	95,796	2,549,012
- do not book holiday package	148,148	3,278,880
- % tourists who book holiday package	39.3%	43.7%
Share of total tourist	4.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,379	1,206
- holiday package	1,300	1,135
- others	329	280
- do not book holiday package	1,217	1,044
- flight	282	248
- accommodation	445	369
- others	490	427
Average length of stay	11.43	9.54
- book holiday package	9.52	8.59
- do not book holiday package	12.66	10.28
Average daily expenditure (€)	143.1	144.0
- book holiday package	178.0	172.8
- do not book holiday package	120.5	121.6
Total turnover (> 15 years old) (€m)	336	7,028
- book holiday package	156	3,606
- do not book holiday package	180	3,422

Importance of each factor in the destination choice



	Cycling	Total
Climate	77.1%	76.0%
Sea	50.4%	52.0%
Safety	48.1%	49.0%
Tranquility	46.1%	48.5%
Beaches	42.8%	44.6%
Landscapes	42.4%	39.1%
European belonging	41.5%	40.2%
Environment	37.2%	34.7%
Accommodation supply	35.6%	37.8%
Effortless trip	34.6%	34.9%
Price	31.0%	32.4%
Gastronomy	27.5%	27.9%
Authenticity	25.4%	24.4%
Fun possibilities	25.1%	22.4%
Hiking trail network	17.7%	12.1%
Exoticism	12.4%	14.5%
Culture	10.9%	8.7%
Historical heritage	10.9%	9.1%
Shopping	8.0%	8.8%
Nightlife	7.2%	8.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?

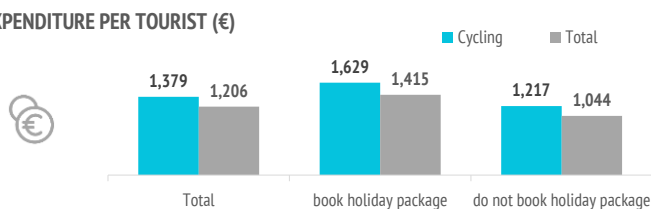


	Cycling	Total
Rest	42.7%	50.7%
Enjoy family time	12.2%	14.0%
Have fun	8.0%	7.3%
Explore the destination	24.3%	23.3%
Practice their hobbies	8.7%	2.6%
Other reasons	4.0%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



PRACTICE HOBBIES



Where did they spend their main holiday last year?*

	Cycling	Total
Didn't have holidays	31.2%	35.7%
Canary Islands	20.1%	17.6%
Other destination	48.6%	46.8%

What other destinations do they consider for this trip?*

	Cycling	Total
None	29.7%	29.4%
Canary Islands (other island)	24.3%	25.4%
Other destination	46.0%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Cycling	Total
The same day	1.3%	1.0%
Between 1 and 30 days	39.9%	42.5%
Between 1 and 2 months	22.4%	26.7%
Between 3 and 6 months	22.2%	18.7%
More than 6 months	14.1%	11.1%

% TOURISTS BOOKING WITH MORE THAN 3 MONTHS IN ADVANCE

CYCLING
36.4%



TOTAL
29.9%

Picture: Freepik.com

What channels did they use to get information about the trip?

	Cycling	Total
Previous visits to the Canary Islands	50.8%	45.7%
Friends or relatives	30.4%	30.9%
Internet or social media	56.2%	53.5%
Mass Media	2.5%	2.3%
Travel guides and magazines	7.4%	7.0%
Travel Blogs or Forums	10.2%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	16.7%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.1%	2.9%

* Multi-choise question

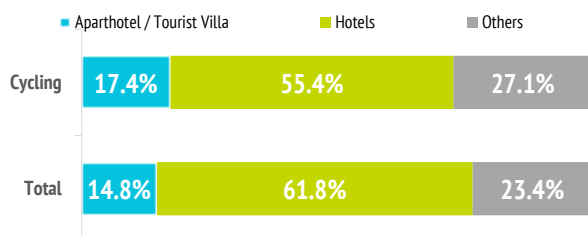
With whom did they book their flight and accommodation?

	Cycling	Total
Flight		
- Directly with the airline	57.9%	52.8%
- Tour Operator or Travel Agency	42.1%	47.2%
Accommodation		
- Directly with the accommodation	41.2%	39.9%
- Tour Operator or Travel Agency	58.8%	60.1%

Where do they stay?

	Cycling	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	34.1%	39.4%
5* Hotel / 5* Luxury Hotel	10.4%	10.9%
Aparthotel / Tourist Villa	17.4%	14.8%
House/room rented in a private dwelling	8.1%	6.9%
Private accommodation (1)	9.5%	9.9%
Others (Cottage, cruise, camping,...)	9.6%	6.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Cycling	Total
Room only	35.8%	28.1%
Bed and Breakfast	14.1%	15.3%
Half board	17.8%	19.5%
Full board	3.7%	3.2%
All inclusive	28.6%	33.8%

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36% of tourists book room only
 (Canary Islands: 28%)

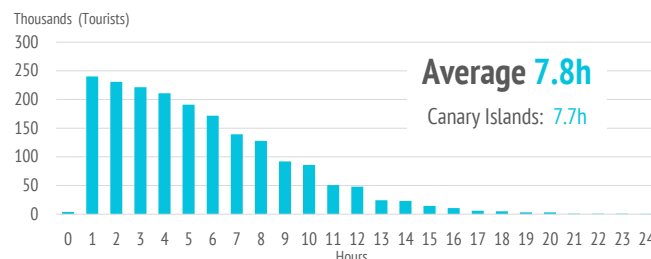
Other expenses

	Cycling	Total
Restaurants or cafes	71.5%	66.9%
Supermarkets	65.8%	55.6%
Car rental	41.7%	37.3%
Organized excursions	25.7%	23.7%
Taxi, transfer, chauffeur service	42.1%	46.0%
Theme Parks	6.1%	8.6%
Sport activities	30.7%	9.3%
Museums	5.7%	4.7%
Flights between islands	10.1%	6.3%

Activities in the Canary Islands

Outdoor time per day	Cycling	Total
0 hours	1.6%	2.4%
1 - 2 hours	7.7%	10.0%
3 - 6 hours	33.6%	30.1%
7 - 12 hours	47.2%	47.1%
More than 12 hours	9.9%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Cycling	Total
Cycling / Mountain bike	100%	4.2%
Beach	82.3%	75.1%
Walk, wander	80.7%	72.2%
Explore the island on their own	68.3%	52.5%
Swimming pool, hotel facilities	59.1%	57.5%
Swim	51.4%	38.8%
Hiking	37.6%	22.5%
Taste Canarian gastronomy	34.1%	30.2%
Running	23.1%	7.6%
Organized excursions	18.2%	16.0%
Other Nature Activities	16.6%	9.5%
Sea excursions / whale watching	16.1%	13.5%
Museums / exhibitions	16.0%	10.7%
Wineries / markets / popular festivals	16.0%	10.0%
Practice other sports	14.1%	5.9%
Surf	13.5%	4.8%
Nightlife / concerts / shows	13.3%	12.3%
Theme parks	10.0%	12.2%
Beauty and health treatments	8.0%	5.6%
Scuba Diving	7.5%	4.2%
Astronomical observation	6.6%	4.2%
Windsurf / Kitesurf	6.2%	1.5%
Golf	5.3%	2.3%

* Multi-choise question

PROFILE OF TOURIST BY ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2021)

CYCLING / MOUNTAIN BIKE

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Cycling / Mountain bike	243,945	97,010	39,960	42,253	58,920	3,469
- Share by islands	100%	39.8%	16.4%	17.3%	24.2%	1.4%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Cycling / Mountain bike	4.2%	10.1%	4.7%	2.7%	2.5%	3.4%

How many islands do they visit during their trip?

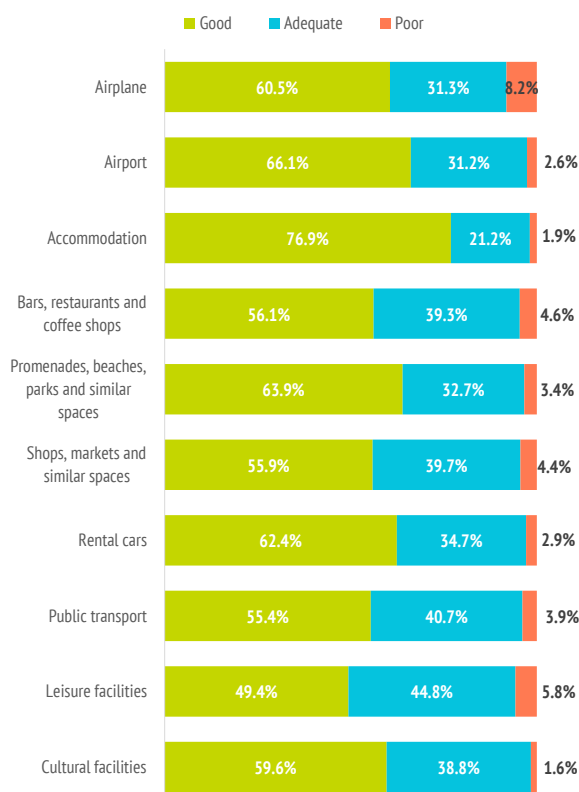
	Cycling	Total
One island	88.8%	90.9%
Two islands	9.0%	7.8%
Three or more islands	2.3%	1.3%

Health safety

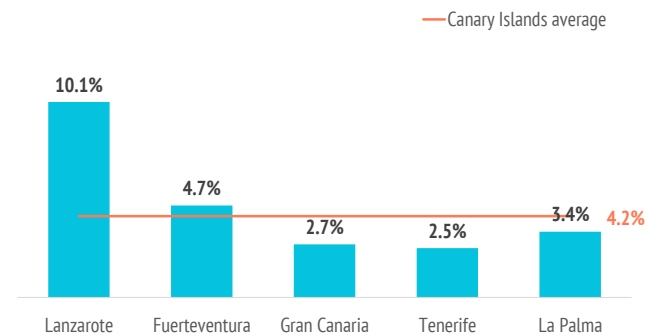
Planning the trip: Importance	Cycling	Total
Average rating (scale 0-10)	7.94	7.99

During the stay: Rate	Cycling	Total
Average rating (scale 0-10)	8.55	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

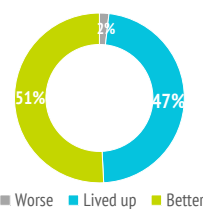


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Cycling	Total
Average rating	8.93	8.86

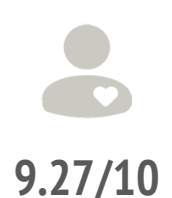
Experience in the Canary Islands	Cycling	Total
Worse or much worse than expected	1.8%	2.7%
Lived up to expectations	47.4%	51.4%
Better or much better than expected	50.8%	45.9%

Future intentions (scale 1-10)	Cycling	Total
Return to the Canary Islands	8.99	8.86
Recommend visiting the Canary Islands	9.27	9.10



Experience in the Canary Islands

Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Cycling	Total
Repeat tourists	73.6%	68.0%
Repeat tourists (last 5 years)	67.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	17.1%	15.0%
At least 10 previous visits	19.3%	18.3%

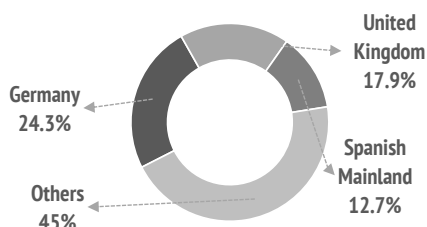
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CYCLING / MOUNTAIN BIKE

Where are they from?



	%	Absolute
Germany	24.3%	59,301
United Kingdom	17.9%	43,772
Spanish Mainland	12.7%	31,050
France	6.1%	14,892
Poland	4.7%	11,449
Netherlands	4.4%	10,805
Italy	4.4%	10,619
Denmark	4.2%	10,229
Belgium	3.8%	9,383
Ireland	3.8%	9,152
Switzerland	2.1%	5,226
Sweden	2.0%	4,893
Luxembourg	2.0%	4,765
Norway	1.1%	2,722
Czech Republic	0.9%	2,189
Austria	0.9%	2,158
Finland	0.9%	2,145
Others	3.8%	9,193



Who do they come with?



	Cycling	Total
Unaccompanied	14.2%	13.5%
Only with partner	45.5%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	4.7%	4.9%
Other relatives	8.4%	8.4%
Friends	10.0%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	12.3%	11.5%

(1) Different situations have been isolated

Tourists with children	12.6%	12.5%
- Between 0 and 2 years old	1.4%	1.2%
- Between 3 and 12 years old	9.8%	10.2%
- Between 0 -2 and 3-12 years	1.4%	1.0%
Tourists without children	87.4%	87.5%
Group composition:		
- 1 person	18.7%	16.5%
- 2 people	52.7%	56.7%
- 3 people	11.5%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	3.4%	2.5%
Average group size:	2.40	2.37

*People who share the main expenses of the trip

Who are they?



	Cycling	Total
Gender		
Men	59.3%	49.6%
Women	40.7%	50.4%
Age		
Average age (tourist > 15 years old)	43.4	43.3
Standard deviation	14.8	15.6
Age range (> 15 years old)		
16 - 24 years old	11.1%	11.9%
25 - 30 years old	13.6%	14.8%
31 - 45 years old	30.3%	30.2%
46 - 60 years old	31.6%	26.6%
Over 60 years old	13.4%	16.4%
Occupation		
Salaried worker	54.2%	57.8%
Self-employed	14.1%	11.1%
Unemployed	1.3%	1.7%
Business owner	12.6%	10.0%
Student	6.4%	5.9%
Retired	10.4%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	13.4%	16.1%
€25,000 - €49,999	28.4%	37.0%
€50,000 - €74,999	21.9%	23.4%
More than €74,999	36.3%	23.5%
Education level		
No studies	1.5%	2.2%
Primary education	1.6%	2.2%
Secondary education	15.8%	18.8%
Higher education	81.1%	76.9%



Pictures: Freepik.com